26. An apparatus as claimed in claim **23**, wherein the processor is configured to determine whether a focal point is moving and to set the threshold light intensity using the determination.

27. An apparatus as claimed in claim **23**, wherein the processor is configured to determine an exposure time of the rolling shutter image sensor array and to set the threshold light intensity using the determination.

28. An apparatus as claimed in claim **23**, wherein the processor is configured to determine a frame rate of the rolling shutter image sensor array and to set the threshold light intensity using the determination.

29. An apparatus as claimed in claim **23**, wherein the processor is configured to determine a rate at which data is processed from the rolling shutter image sensor array and to set the threshold light intensity using the determination.

30. An apparatus as claimed in claim **22**, wherein the processor is configured to control the flash unit to provide a first non-zero light intensity in a first portion of the time period and to provide a second non-zero light intensity, different to the first light intensity, in a second portion of the time period.

31. A device comprising an apparatus as claimed in claim **22**.

32. A method comprising:

controlling a flash unit to provide light over a time period common to exposure time periods of a plurality of rows of image sensor elements of a rolling shutter image sensor array.

33. A method as claimed in claim **32**, further comprising determining whether the intensity of ambient light is below a threshold light intensity and controlling the flash unit to provide the light over the time period if the intensity of ambient light is below the threshold light intensity.

34. A method as claimed in claim **33**, further comprising determining whether the intensity of ambient light is above the threshold light intensity and controlling the flash unit to provide light over a time period that is substantially equal to the exposure time of all the sensor elements of the rolling shutter image sensor array if the intensity of the ambient light is above the threshold light intensity.

35. A method as claimed in claim **33**, further comprising determining a distance of a focal point and setting the threshold light intensity using the determination.

36. A method as claimed in claim **33**, further comprising determining whether a focal point is moving and setting the threshold light intensity using the determination.

37. A computer readable storage medium, encoded with instructions that, when executed by a processor, perform: controlling a flash unit to provide light over a time period common to exposure time periods of a plurality of rows of image sensor elements of a rolling shutter image sensor array.

38. A computer readable storage medium as claimed in claim **37**, encoded with instructions that, when executed by a processor, perform: determining whether the intensity of ambient light is below a threshold light intensity and controlling the flash unit to provide the light over the time period if the intensity of ambient light is below the threshold light intensity.

39. A computer readable storage medium as claimed in claim **38**, encoded with instructions that, when executed by a processor, perform: determining whether the intensity of ambient light is above the threshold light intensity and controlling the flash unit to provide light over a time period that is substantially equal to the exposure time of all the sensor elements of the rolling shutter image sensor array if the intensity of the ambient light is above the threshold light intensity.

40. A computer readable storage medium as claimed in claim **38**, encoded with instructions that, when executed by a processor, perform: determining a distance of a focal point and setting the threshold light intensity using the determination.

41. A computer readable storage medium as claimed in claim **38**, encoded with instructions that, when executed by a processor, perform: determining whether a focal point is moving and setting the threshold light intensity using the determination.

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